

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

MONTANA

2014 GOVERNOR'S CONFERENCE ON TOURISM AND RECREATION

Dear Montana Tourism Partners,

We hope your year has been a good one and that you are looking ahead with optimism. That's how the Montana Office of Tourism is seeing things.

As part of our efforts to keep Montana tourism moving forward in a positive way, we are putting together the details for the 2014 Montana Governor's Conference on Tourism and Recreation. This event is Montana's largest and – based on attendee feedback - one of the most effective networking and tourism education experiences available to the state's tourism industry. Our goal for the 2014 conference is to uphold this tradition and exceed expectations.

Our ability to achieve this goal will depend in large part on the support of partners who share with us an interest in Montana's continued tourism success. I'm hoping you'll consider partnering with us as a conference sponsor and/or exhibitor. On the pages that follow, you'll find the sponsor and exhibitor opportunities being offered. There's something for budgets of all sizes.

We are expecting more than 400 attendees to join us in Billings for the 2014 conference. Billings is Montana's largest city and serves as the "trailhead" to great experiences in southern and eastern Montana. This size audience serves as an outstanding way to build awareness among Montana's tourism and recreation leaders and position your organization as a supporter of this valuable event.

We look forward to partnering with you for a successful 2014 Montana tourism conference!



Jeri Duran
Division Administrator
Montana Office of Tourism, Department of Commerce



Crow Fair, Donnie Sexton



Scenic Beartooth Highway - All American Road, Donnie Sexton



Miles City Bucking Horse Sale, Donnie Sexton

WHY SPONSOR?

- Get your message out to 400 Montana tourism and recreation professionals, marketing and sales staff, state and federal agencies and business owners
- Position your organization as an industry leader
- Increase awareness of your product/service with exposure before, during and after the conference
- Build relationships with potential and existing clients and partners
- Underscore your organization’s mission, values and product offering by selecting one of many targeted sponsor opportunities
- Show your support for and commitment to Montana’s tourism and recreation industry

TO SIGN UP

Use the enclosed application to reserve your sponsorship at the conference. Electronic forms can be accessed at www.travelmontana.mt.gov/conference under “Sponsors & Exhibitors.” Sponsorships are assigned on a first come, first served basis.

ATTENDEE PROFILE (2013)

YEARS ATTENDED

| | |
|-----|----------------------|
| 36% | First-time attendees |
| 15% | 2nd year |
| 21% | 3-5 years |
| 28% | 6+ years |

ORGANIZATION TYPE

| | |
|-----|---|
| 24% | Chambers of Commerce and Regional Tourism Organizations |
| 21% | Government Agencies |
| 18% | Hotel/Motel |
| 15% | Museums and Heritage Attractions & Preservation |
| 12% | Ranches, Resorts, Vacation Homes and B&B’s |
| 10% | Other |
| 8% | Arts and Cultural Attractions |
| 6% | Ad Agencies and Promotional Products |
| 6% | Outfitters, Guides and Tour Operators |
| 5% | Indian Country Tourism |
| 5% | Travel Media |
| 5% | Retail Sales |
| 2% | Transportation |

ATTENDEE REGISTRATION

EARLY BIRD REGISTRATION FEES

| | |
|----------------------|-------|
| THROUGH MARCH 14 | \$140 |
| MARCH 15-APRIL 6 | \$160 |
| APRIL 7-15 | \$180 |
| STUDENT REGISTRATION | \$50 |

MAJOR CREDIT CARDS Accepted
Registration includes all agenda sessions and events, including meals, breaks and Monday evening awards dinner.

REGISTRATION BEGINS JANUARY 6, 2014

www.travelmontana.mt.gov/conference

QUESTIONS, CONTACT

Suzi Kopec
RMS Management Services
Ph: 406-443-1160
Fax: 406-443-4614
skopec@rmsmanagement.com

EXHIBITOR AND SPONSOR INFORMATION

Suzi Kopec
RMS Management Services
Ph: 406-443-1160
Fax: 406-443-4614
skopec@rmsmanagement.com

HOTEL RESERVATIONS

Holiday Inn Grand Montana
By phone: 406-248-7701 or 1-800-HOLIDAY (465-4329), ask for 2014 MT Governor’s Conference on Tourism Room Block
Online at: www.higrandmt.com/billings-west
Use Group Code: GOV
\$89 plus tax, single/double occupancy/queen room.
\$119 plus tax, Atrium Tower Executives/Suites
Other Billings lodging properties can be found at www.visitmt.com.

TENTATIVE CONFERENCE AGENDA

SUNDAY, APRIL 13, 2014 REGISTRATION AND ARRIVAL DAY

| | |
|----------------|--|
| Noon – 8:00pm | Conference Registration |
| 1:00 – 8:00pm | Exhibitor Set-up |
| 1:00 – 7:00pm | Billings Field Trips, Tourism/Recreation Organization Meetings |
| 7:00 – 10:00pm | Welcome Reception (Downtown Billings) |

MONDAY, APRIL 14, 2014

| | |
|-----------------|---|
| 7:00am | Conference Registration Opens |
| 7:00 – 8:15am | New Ambassadors Breakfast |
| 8:30 – 9:45am | Welcome and Feature Presentation |
| 9:45 – 10:30am | Networking Break in Exhibit Area* |
| 10:30 – 11:45am | Breakout Sessions and Field Trip |
| Noon – 1:15pm | Montana Grown Luncheon and Feature Presentation |
| 1:30 – 2:45pm | Breakout Sessions and Field Trip |
| 2:45 – 3:30pm | Networking Break in Exhibit Area* |
| 3:30 – 4:45pm | Breakout Sessions and Field Trip |
| 4:45 – 6:00pm | Networking Reception in Exhibit Area* |
| 7:00 – 9:00pm | Montana Tourism Awards Banquet |
| 9:00 – 11:00pm | Entertainment |

TUESDAY, APRIL 15, 2014

| | |
|-----------------|--|
| 7:30am | Conference Registration Opens |
| 8:30 – 9:45am | Feature Presentation |
| 9:45 – 10:30am | Networking Break in Exhibit Area* |
| 10:30 – 11:45am | Breakout Sessions and Field Trip |
| Noon – 1:30pm | Closing Montana Grown Luncheon and Exhibitor Giveaway* |

*Key exhibit times for conference attendees



Makoshika State Park, Victor Bjornberg



Little Bighorn Battlefield National Monument, Donnie Sexton

SPONSORSHIP OPPORTUNITIES

For a full list of benefits by sponsor level, see chart on the following page.

GRIZZLY SPONSORSHIPS

Awards Evening Event \$3,500
Sponsor Code: G1

A highlight of the annual conference, this celebratory event, held the first night of the conference, recognizes the “best of” Montana tourism and recreation. The evening includes a dinner prepared with locally available and in-season Montana foods, Montana tourism awards and lively dinner entertainment. This marquee sponsorship opportunity provides exclusive and evening-long exposure for your organization with speaking time, on-screen presence, centerpiece exposure and the opportunity to both show a brief video and/or distribute collateral or a small gift to each attendee. Awards evening event sponsor will also receive two conference registrations, an exhibit space, and a full-page ad in the conference agenda (provided that a print-ready PDF ad is supplied no later than March 14, 2014). Sponsor will also receive a feature (logo, URL, description) in the promotional email blast(s) promoting the 2014 Governor’s Conference.

Conference Luncheon..... \$3,000 (2 available)
Sponsor Code: G2

For impact and engagement, conference luncheons offer the most touch points to help the sponsor drive their message home: speaking time, on-screen presence, centerpiece exposure, distribution of a collateral piece or small gift to each attendee and the opportunity to show a brief video. Luncheon sponsors will also receive two conference registrations, an exhibit space and a half-page ad in the conference agenda (provided that a print-ready PDF ad is supplied no later than March 14, 2014).

BISON SPONSORSHIPS

Keynote Speaker..... \$2,500 (3 available)
Sponsor Code: B1

Position your organization as a market leader by sponsoring one of the conference’s three keynote speakers. Keynote speakers are the most anticipated events of this educational conference that no attendee would dare to miss. Sponsor will have the opportunity to address the entire conference audience, distribute materials or small item to attendees and will receive prominent on-screen logo placement. Keynote sponsor will also receive two conference registrations and an exhibit space.

ELK SPONSORSHIPS

Welcome Reception..... \$2,000
Sponsor Code: E1

Let your organization kick off the conference by sponsoring the welcome reception, a popular event with arriving attendees. As a sponsor, you will be given the opportunity to address the audience, show a short sponsor video from your organization and distribute materials to reception attendees. Exhibit space and one conference registration included.

Branded Flash Drive..... \$2,000
Sponsor Code: E2

To keep your organization top-of-mind both during and after the conference, look to the conference flash drive. All attendees will receive a flash drive containing key conference content to use and

bring home, including conference presentations, handouts and other tourism resources. This reusable drive will be a useful and portable file storage device for attendees long after the conference ends. Sponsor can have their logo imprinted and brand rich content loaded on the drive if provided no later than March 5 (logo) and March 28, 2014 (content). Exhibit space and one conference registration included.

MOUNTAIN GOAT SPONSORSHIPS

Branded Room Keycard \$1,750
Sponsor Code: MG1

Attendees won’t miss your message when it’s printed on the face of the hotel’s room keycards. Fully customizable keycards are a great place to showcase your brand with multiple exposures per attendee every day! We’ll guarantee these for conference attendee use if sponsor provides us a print-ready logo/message no later than March 5, 2014. Sponsorship includes one conference registration and exhibitor space.

New Ambassadors Breakfast \$1,500
Sponsor Code: MG2

If growing and nurturing Montana’s tourism industry is important to you, there is no better way to show your support than with this sponsorship. Half of the “New Ambassadors” sponsorship allows for a special breakfast for first-time Governor’s Conference attendees (typically 30% of conference attendees) where they will meet with and be welcomed by a VIP committee of industry leaders, long-time conference attendees and other influencers to help them get the most out of their conference experience. The other half of the sponsorship will pay for two scholarships that will allow two 2014 first-time conference attendees to attend the 2015 conference at no cost (via a random drawing of breakfast attendees). Sponsor will have the opportunity to make opening remarks, draw the scholarship winners, as well as network with first-time attendees and industry VIPs. Sponsorship includes one conference registration and exhibitor space.

PRONGHORN SPONSORSHIPS

Tourism Track Sponsor \$1,000
Sponsor Code: P1

Does your organization have a message, product or service to offer? Sponsorship of this track will put your organization in front of highly qualified attendees in a more intimate environment. As the sponsor of this track, your organization will be ever present in these sessions and top-of-mind with the attendees who will be exercising their newly acquired knowledge in the workplace and marketplace. Sponsor will receive podium time with track participants, a designated area to distribute materials in-room and one conference registration.

Branded Internet Café \$1,000
Sponsor Code: P2

Want a digital presence for your organization? Sponsoring the conference’s internet café will give you screensaver presence (logo and URL), table tents at each workstation and the opportunity to display your own signage and collateral in the room. This is a popular room with attendees, as it provides them with printing capabilities, internet access and one-on-one time with Tourism Office staff to update website listings and check out new content. Sponsor will also receive one conference registration.

Registration Desk..... \$1,000
Sponsor Code: P3

Where is the one place that all attendees must go? The Registration Desk! This sponsorship gives you the first opportunity to have your name seen by everyone. Sponsor receives presence at the desk and one conference registration.

SAGE GROUSE SPONSORSHIPS

Agenda Booklet Ad ...\$500-\$750 (3 available)
Get seen in the go-to conference guide that attendees have with them at all times. Each opportunity features premium positioning within the conference agenda. The booklet is 5.5”x8.5” and contains the daily schedules, session descriptions, speaker bios, facility maps and more. Prices do not reflect the cost of a print-ready PDF ad that must be supplied no later than March 14, 2014.

Inside Front Cover, Full Page Color...\$500
Sponsor Code: SG1

Inside Adjacent Quick-Glance
Schedule, Full Page Color \$500
Sponsor Code: SG2

Back Cover, Full Page Color \$750
Sponsor Code: SG3

In-Room Gift Drops \$500
Sponsor Code: SG4

Treat attendees to a gift upon their arrival. In-room drops are a great way to cut through the clutter to showcase your organization’s product. Gifts to be provided by sponsor.

Networking Break..... \$750 (4 available)
Sponsor Code: SG5

Put your organization at the forefront of these 45-minute breaks where people gather to network, visit the exhibitor tables and refuel with snacks and beverages. Sponsor will be acknowledged from the podium before and after break and will be given display space near the refreshments for materials and signage.

TROUT SPONSORSHIPS

Collateral Distribution\$100-\$200 (6 available)
Your organization’s printed material will be prominently displayed at the conference registration table, where interested conference attendees can pick up a copy of your piece. (One format per sponsorship.)

Magazine Size.....\$200 (2 available)
Sponsor Code: T1

Booklet Size.....\$150 (2 available)
Sponsor Code: T2

Brochure Size\$100 (2 available)
Sponsor Code: T3

TOTAL SPONSOR BENEFITS

| | GRIZZLY | BISON | ELK | MTN GOAT | PRONG-HORN | SAGE GROUSE | TROUT |
|---|---------|-------|---------|----------|------------|----------------|-------|
| Name tag with ribbon designating representative(s) as sponsor | x | x | x | x | x | x | |
| Recognition from the podium | x | x | x | x | x | x | |
| Name in conference agenda and link on website | x | x | x | x | x | x | |
| Two conference registrations | x | x | | | | | |
| Exhibitor space | x | x | x | x | | | |
| On-screen logo placement | x | x | E1 only | MG2 only | P1,P2 only | | |
| 3-5 minutes at the podium | x | x | E1 only | MG2 only | P1 only | | |
| One conference registration | | | x | x | x | | |
| Information featured at registration table | | | | | P3 only | | x |
| Full-page ad in the agenda booklet | G1 | | | | | SG1, 2, 3 only | |
| Half-page ad in the agenda booklet | G2 | | | | | | |
| Reserved seating at a luncheon or dinner | x | x | x | x | x | x | |
| Sponsor signage at event | x | x | E1 only | MG2 only | x | SG5 only | |
| Listing in sponsor registry | x | x | x | x | x | x | |
| Feature in conference email blast (logo, URL, 50 words) | x | | | | | | |
| Opportunity to show video | x | x | E1 only | | | | |
| Opportunity to distribute collateral/gift to attendees | x | x | E1 only | MG2 only | x | SG4 only | |
| Meal centerpieces | x | | | | | | |
| Branded meeting room or registration desk | | | | | x | | |
| Pre-conference attendee list | x | x | x | x | x | x | |
| Post-conference attendee list | x | x | x | x | x | x | x |
| Ability to load rich content on conference flash drive | | | E2 only | | | | |

EXHIBITOR OPPORTUNITIES

The Exhibit Hall continues to be a popular way for businesses, communities, government agencies, marketing and media companies and nonprofits to get one-on-one time with conference attendees. An exhibit space affords your organization a dedicated area to showcase your product or service, generate leads and interact and engage with hundreds of qualified Montana tourism industry prospects and partners.

Exhibit spaces are limited—so sign up early!

EXHIBITOR SPACE PRICING
Sign up early to receive the same low pricing as 2013!

THROUGH MARCH 14, 2014: \$350
AFTER MARCH 14, 2014: \$400

EXHIBITOR SPACE
FEATURES & BENEFITS

- Includes 6’ skirted table, draped backwalls, sidewalls, table, one chair and electricity (if required)
- One (1) complimentary registration – \$140 value
- Pre-conference attendee list
- Exhibitors listing received by March 14, 2014 will be included on conference website, in the agenda booklet and in the exhibitor registry. After this date, listings will occur on conference website only.
- Free wireless internet will be available in Exhibit Hall. Alternative connections, if available, may incur additional charges.
- Four networking/refreshment breaks are held in the exhibit area to help drive traffic
- The Monday evening reception (prior to awards dinner) will also be held in the Exhibit Area
- Announcements throughout conference will remind and encourage attendees to visit Exhibit Hall

TO SIGN UP

Use the enclosed application to reserve space at the conference. Electronic forms can be accessed at www.travelmontana.mt.gov/conference under “Sponsors & Exhibitors.” Exhibit spaces are assigned on a first come, first served basis.

DOOR PRIZES

We recommend all exhibitors bring one gift item or basket (minimum value of \$25) to feature in the exhibitors’ door prize giveaways. Door prize giveaways can generate excitement for the exhibitor’s product, drive traffic to their booth and build a solid list of leads. It is the exhibitor’s responsibility to collect names and/or business cards from attendees. Exhibitors are to draw their one door prize winner after the Tuesday morning networking/refreshment break and provide the name of their winner and the prize to conference staff. The winners will be announced during the Tuesday luncheon. Unless instructed by the exhibitor, the winner will NOT need to be present to receive the gift. Arrangements will be made by conference staff if attendee is absent.

TENTATIVE EXHIBIT SCHEDULE

EXHIBIT SET-UP

Sunday, April 13 1:00 – 8:00pm

SHOW HOURS

Monday, April 14 9:45 – 10:30am
Monday, April 14 2:45 – 3:30pm
Monday, April 14 4:45 – 7:00pm
Tuesday, April 15 9:45 – 10:30am

TEAR DOWN

Tuesday, April 15 10:30 – 3:00pm

NOTE: Conference management reserves the right to make booth assignments to avoid conflicts or concentrations of similar exhibits in one area and to accommodate attendee traffic flow. Exhibit security is the sole responsibility of the exhibitor. The Montana Office of Tourism (MTOT) cannot be held liable for events beyond its control, such as acts of God, government regulations, disasters or weather-related hazards, civil unrest, acts of terrorism or any other emergency, making it inadvisable or impossible to hold the conference. The MTOT will make every effort to inform participants of any changes as soon as possible to enable participants to cancel hotel and flight arrangements.

SHIPPING, SET UP & CANCELLATIONS

We will provide all registered exhibitors with shipping and set-up information by March 14, 2014 or within 48 hours for registrations received after that date. Cancellations, which must be in writing to RMS Management, will be granted a refund of their registration fee, if received by March 24, 2014. **No refunds will be made after this date.**

SPONSORSHIP & EXHIBIT APPLICATION

APRIL 13-15, 2014
HOLIDAY INN GRAND MONTANA,
BILLINGS, MT

SPONSORSHIP \$ _____

Sponsor code: _____
(see descriptions in the “Sponsorship Opportunities” section)

EXHIBITOR BOOTH WITH

CONFERENCE REGISTRATION \$ _____

- ☐ \$350 (applications received by March 14, 2014)
- ☐ \$400 (applications received after March 14, 2014)
- ☐ \$140 Additional Representative Fee
- ☐ \$210 Additional Booth Space

- ☐ Special booth needs:
 - ☐ Electricity
 - ☐ Other _____
- ☐ I will bring a Door Prize.
- ☐ I/we plan to attend the Monday evening banquet (# attending _____)

PAYMENT INFORMATION

Please send your payment via check or credit card. Please make checks payable to Montana Governor’s Conference on Tourism and Recreation.

PAYMENT FORM (CHOOSE ONE):

☐ Check ☐ Visa ☐ MasterCard ☐ Amex

\$ Amount _____

Card# _____

Exp. Date _____

Card Auth. Code _____

Cardholders Name (as printed on card) _____

Cardholder’s Billing Address _____

City _____

State _____ Zip _____

Cardholder Signature _____

Date _____

PLEASE RETURN APPLICATION & PAYMENT TO:

Montana Governor’s Conference on Tourism and Recreation
c/o RMS Management Services
36 South Last Chance Gulch, Ste A
Helena, MT 59601
Ph: 406-443-1160 Fax: 406-443-4614
Email: skopec@rmsmanagement.com

SPONSORSHIP/EXHIBIT SPACE CONTACT PERSON

If you are an attendee please print or type your name as you would like it to appear on your badge.

First _____

Last _____

Company Name _____

Title _____

☐ I am the attendee ☐ No, other representative(s) listed below

Address _____

City _____

State _____ Zip _____

Phone (____) _____ Fax (____) _____

Email _____

Website _____

If you are a Sponsor eligible for additional complimentary registrations or an exhibitor with additional personnel attending, please list those people’s names here (as they should appear on badge). Additional non-complimentary conference registrations are \$140 per person.

First _____

Last _____

Email _____

First _____

Last _____

Email _____

First _____

Last _____

Email _____

In order to hold your space, 100% of the amount due for the space must accompany this application.

TOTAL..... \$ _____

After your application has been processed, conference staff will send a letter of confirmation to the above-named contact person via email or mail. If you have reserved an exhibit space, a service kit will be sent to you from K&J Convention Services.

FOR ADDITIONAL INFORMATION OR IMMEDIATE EXHIBIT SPACE RESERVATION, CONTACT THE CONFERENCE MEETING PLANNER

RMS Management Services
36 S Last Chance Gulch, Ste A, Helena, MT 59601
406-443-1160 or skopec@rmsmanagement.com
www.travelmontana.mt.gov/conference

MONTANA

2014 GOVERNOR'S CONFERENCE
ON TOURISM AND RECREATION
APRIL 13-15, 2014

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

Big Horn Canyon, Donnie Sexton

MONTANA

OFFICE OF TOURISM
DEPARTMENT OF COMMERCE
301 South Park Avenue • PO Box 200533
Helena, Montana 59620-0533

RETURN SERVICE REQUESTED